

AUDIENCE PROFILE: CAMBRIDGE FALL CATALOG OFFENSIVE 1993

PRG #: 93811

Phase: A

TOTAL AUDIENCE QUANTITIES

	GRAND TOTAL ** (excluding seeds)	TOTAL NOV	TOTAL JAN
CELL QUANTITY:	1,299,760	1,042,113	257,647
GENDER			
Male	47%	44%	58%
Female	51%	53%	40%
Unknown	3%	3%	2%
AGE			
21-24	2%	3%	2%
25-34	18%	18%	16%
35-44	24%	23%	28%
45-54	23%	23%	23%
55-64	16%	16%	15%
65+	16%	16%	15%
Unknown	2%	2%	1%
FLAVOR			
Non-Menthol	53%	52%	61%
Menthol	20%	20%	19%
Unknown	27%	28%	20%
TAR LEVEL			
Full Flavor	21%	19%	28%
Light	40%	39%	44%
Ultra/Extra Light	25%	29%	11%
Unknown	13%	12%	17%
LENGTH			
Kings 85s	29%	26%	44%
Longs/Extra Longs	46%	47%	39%
Less than 85s	*	*	*
Unknown	25%	27%	18%

* = less than 1%

Total Mailed = 1,294,994 including seeds

** Note: 5,000 names have been held aside from cell 07 to be used as a control group of "Black & White" smokers in 1994 research.

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	TOTAL NOV	CELL 01	CELL 02	CELL 03
CELL QUANTITY:	1,042,113	550,592	396,602	11,835
GENDER				
Male	44%	39%	51%	37%
Female	53%	57%	47%	56%
Unknown	3%	4%	2%	6%
AGE				
21-24	3%	3%	2%	3%
25-34	18%	20%	15%	14%
35-44	23%	24%	21%	19%
45-54	23%	22%	24%	19%
55-64	16%	16%	18%	17%
65+	16%	15%	18%	25%
Unknown	2%	2%	2%	6%
FLAVOR				
Non-Menthol	52%	44%	56%	54%
Menthol	20%	16%	28%	21%
Unknown	28%	39%	16%	23%
TAR LEVEL				
Full Flavor	19%	15%	24%	12%
Light	39%	38%	45%	21%
Ultra/Extra Light	29%	36%	25%	35%
Unknown	12%	11%	6%	33%
LENGTH				
Kings 85s	26%	21%	34%	19%
Longs/Extra Longs	47%	47%	49%	42%
Less than 85s	*	--	--	*
Unknown	27%	32%	16%	43%

* = less than 1%

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AUDIENCE PROFILE: CAMBRIDGE FALL CATALOG OFFENSIVE 1993

PRG #: 93811 TO BE MAILED IN NOVEMBER (cont'd)
Phase: A

	CELL 04	CELL 05	CELL 06
CELL QUANTITY:	6,471	1,592	75,021
GENDER			
Male	27%	35%	43%
Female	73%	65%	54%
Unknown	*	1%	2%
AGE			
21-24	2%	2%	5%
25-34	18%	16%	22%
35-44	22%	21%	24%
45-54	25%	20%	24%
55-64	18%	18%	13%
65+	14%	20%	10%
Unknown	2%	2%	2%
FLAVOR			
Non-Menthol	54%	59%	85%
Menthol	42%	30%	4%
Unknown	4%	11%	11%
TAR LEVEL		0%	
Full Flavor	33%	24%	25%
Light	48%	40%	22%
Ultra/Extra Light	14%	14%	4%
Unknown	5%	23%	48%
LENGTH			
Kings/85s	21%	22%	19%
Longs/Extra Longs	69%	58%	35%
Less than 85s	*	*	*
Unknown	10%	20%	46%

* = less than 1%

2049033633

AUDIENCE PROFILE: CAMBRIDGE FALL CATALOG OFFENSIVE 1993

PRG #: 93811

Phase: A

TO BE MAILED IN JANUARY

	TOTAL JAN	CELL 11 (CELL 01 SAMPLE)	CELL 12 (CELL 02 SAMPLE)	CELL13 (CELL 03 SAMPLE)
CELL QUANTITY:	257,647	9,999	8,099	249
GENDER				
Male	58%	39%	50%	39%
Female	40%	57%	48%	53%
Unknown	2%	3%	2%	8%
AGE				
21-24	2%	3%	2%	3%
25-34	16%	19%	14%	17%
35-44	28%	23%	21%	18%
45-54	23%	22%	24%	19%
55-64	15%	16%	19%	16%
65+	15%	15%	18%	25%
Unknown	1%	2%	2%	2%
FLAVOR				
Non-Menthol	61%	45%	56%	61%
Menthol	19%	16%	28%	16%
Unknown	20%	39%	16%	22%
TAR LEVEL				
Full Flavor	28%	15%	25%	12%
Light	44%	38%	45%	17%
Ultra/Extra Light	11%	13%	14%	38%
Unknown	17%	34%	17%	33%
LENGTH				
KINGS/85s	44%	20%	34%	24%
Longs/Extra Longs	39%	49%	50%	37%
Less than 85s	*	--	*	--
Unknown	18%	31%	16%	40%

* = less than 1%

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TO BE MAILED IN JANUARY

(cont'd)

Phase: A

	CELL 14 (CELL 04 SAMPLE)	CELL16 (CELL 06 SAMPLE)	CELL 07 ** (Deep Discount)	CELL 08 (Doral)
CELL QUANTITY:	149	1,500	99,013	138,638
GENDER				
Male	23%	43%	64%	56%
Female	76%	55%	32%	43%
Unknown	1%	2%	3%	2%
AGE				
21-24	3%	4%	--	3%
25-34	19%	20%	--	28%
35-44	14%	25%	19%	35%
45-54	24%	26%	31%	17%
55-64	21%	12%	23%	9%
65+	17%	11%	28%	7%
Unknown	1%	2%	--	1%
FLAVOR				
Non-Menthol	56%	86%	55%	67%
Menthol	38%	3%	19%	18%
Unknown	6%	11%	26%	15%
TAR LEVEL				
Full Flavor	36%	26%	25%	31%
Light	47%	22%	38%	50%
Ultra/Extra Light	11%	5%	15%	7%
Unknown	6%	47%	21%	12%
LENGTH				
KINGS/85s	14%	18%	45%	46%
Longs/Extra Longs	83%	37%	31%	43%
Less than 85s	--	--	*	--
Unknown	3%	45%	24%	12%

* = less than 1%

** Note: 5,000 names have been held aside from cell 07 to be used as a control group of "Black & White" smokers in 1994 research.

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